Review
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BOOK REVIEWS

Audio-visual Aids to Instruction, by HARRY C. McKOWN and ALVIN B. ROBERTS. New York: McGraw-Hill Book Company, 1940, 385 pages.

This book is a practical guide for teachers and school administrators in the use and supervision of all types of audio-visual aids. The authors illustrate their use in all subjects and at all grade levels from the kindergarten through the high school. An excellent list of sources of materials and of equipment is also given.

Audio-visual aids are presented as supplementary to rather than as a substitute for other methods and materials of instruction. Teachers and administrators will find in this volume many practical suggestions and helpful sources of audio-visual aids that will improve the effectiveness of teaching and learning.

Radio and the Printed Page, by P. F. LAZARSFELD. New York: Duell, Sloan and Pearce, 1940, 354 pages.

Although the subtitle states that this is a "study of radio and its role in the communication of ideas," it is very much more than "a study." The author has not only made a searching analysis of this comparatively new medium of mass communication, but he has also appraised it against the backdrop of world events as the most powerful agency of social control yet conceived by the human mind.

The data are drawn from many sources, but they are organized into a comprehensive and challenging volume. In these days when public opinion sways precariously on the vital issue of peace in the Americas or total war, this book should be read by every thinking American. Certainly those vitally concerned with the molding of opinion—the teacher, the adult educator, the sociologist, and the social worker—should give it thoughtful consideration.

The Invasion from Mars, a Study in the Psychology of Panic, by HADLEY CANTRIL. Princeton: Princeton University Press, 1940, 228 pages.

A little more than a year ago, a musical program was suddenly interrupted by a startlingly vivid description of an invasion from Mars. The

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ships with their strange and superhuman cargoes landed in North Jersey and spread out in rapid conquest. Almost immediately long-distance wires were jammed with voices of eager relatives from Washington to California and Maine to Florida inquiring anxiously regarding the safety of those who lived in the attacked zone. Roads were blocked with fleeing cars and several corroborated the radio account by reporting they saw the ships.

The following morning America awoke to the full realization of the power of radio and its own gullibility to effective techniques of broadcasting. This volume is a factual study of the panic created by the Orson Welles presentation. The book is interesting and provides an important case study in the tremendous potentialities of the radio in social control.

The Use of Radio in Parent Education, by SIDONIE GRUENBERG. Chicago: The University of Chicago Press, 1939, 94 pages.

This little volume is a report of a study conducted by the Child Study Association in coöperation with the National Council of Parent Education and the National Advisory Council on Radio in Education. It summarizes the attitude of parents and of children toward the radio and raises a number of extremely important and pertinent questions.

Education on the Air. Yearbook of the Institute for Education by Radio. Columbus: Ohio State University, 1940.

This is one of a series of volumes summarizing the annual meeting of the Institute for Education by Radio held at Ohio State University. The papers read at the various sessions are printed in full.

The rapid developments in the use of radio both in the classroom and in adult education make this volume especially significant. The points of view of the broadcaster and the professional educator are presented as well as the problems of both the so-called commercial and educational stations.

Teachers, school administrators, and social scientists will find much of value in this volume as well as in the preceding yearbooks.

A more extensive number of reviews of books and other publications in this field will appear in the May issue.

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